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## 7. ELECTROPHORETIC DISPLAY DEVICE

PAJ 11-01-00 00321605 JP NDN- 043-0194-4199-7

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PATENT APPLICATION NUMBER- 11133505

DATE FILED- 1999-05-14

PUBLICATION NUMBER- 00321605 JP

DOCUMENT TYPE- A

PUBLICATION DATE- 2000-11-24

INTERNATIONAL PATENT CLASS- G02F001167; G09F00937

APPLICANT(S)- BROTHER IND LTD

PUBLICATION COUNTRY- Japan

PROBLEM TO BE SOLVED: To provide an electrophoretic display device which is high in the contrast of an image to be displayed, is high in response rate and saves electric power.

SOLUTION: This electrophoretic display device 1 is constituted to have a recording medium transporting section 5 which has transporting rollers 51 and 52 for transporting a recording medium PP, electrodes which are arranged between two pairs of the transporting rollers 51 and 52 and consist of upper electrode part 2 and lower electrode parts 3 being arrayed electrodes for impressing voltage to the recording medium PP and a control section 4 which is connected to the electrodes by wiring 8 and impresses the voltage modulated in accordance with image data. The pulse voltages of opposite polarities are alternately impressed to the electrodes in such a manner that electric fields are alternately generated in a direction 1 and a direction opposite thereto before the voltage of the prescribed polarity is impressed to the electrodes continuously for a specified time for the purpose of image forming, by which the peeling of the electrified particles undesirably adhered to the wall surfaces within microcapsules is facilitated and the transfer by the electrophoresis of the electrified particles is accelerated.

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